

fashion calendar

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FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

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20th YEAR • A WEEKLY PUBLICATION

Week of August 22, 1960

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 22, 1960</u>			
Sunday	MID-SEASON SHOE	SHOE ASSOCIATIONS	WALDORF-ASTORIA
August 21-	FASHION WEEK		
August 24	Resort, Holiday and early Spring shoe show, sponsored by Nat'l Shoe Mfrs. Assn, National Shoe Retailers Assn, New England Shoe & Leather Assn and Nat'l Assn of Shoe Chain stores. Contact: PL. 2-1255 or MU. 2-8704.		
Beginning Monday	OPENING: HOLIDAY & RESORT COLLECTION	DAVID MORRIS CO., INC.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
August 22	Continuous showings of Holiday and Resort collection, featuring group of full length inaugural fashions. Contact: Bill Rosenberg, WI. 7-0511.		
August 23	OHRBACH'S RELEASE DATE--Made-In-France dress collection. (<u>No Show</u>).		
Tuesday August 23 10:30 A.M.	PRESS PREVIEW: HOME ENTERTAINMENT PRODUCTS	WESTINGHOUSE ELECTRIC CORP.	NAT'L DESIGN CENTER 415 EAST 53RD STREET
	"Newly-Designed World Of Home Entertainment"--Westinghouse TV-Radio Division home entertainment in 20 room settings by 6 leading interior designers. For press, by invitation only. Publicity: Mert Fiur at Grey Advertising Agency, PL. 1-3500.		
Tuesday August 23 2:30 P.M.	WORKSHOP: SHOES, FASHIONS & FACTS	NAT'L SHOE RETAILERS; COLOR ASSOCIATION	HOTEL PLAZA BALLROOM
	Workshop presentation, including costume ensembles, fabrics, shoes and colors for Spring 1961. Attendance limited to advance registration. Tickets: \$3.00. Contact: Nat'l Shoe Retailers Assoc., MU. 6-7520.		
August 24	MACY'S RELEASE DATE--"Made-In" collection. (No show).		
Wednesday August 24 10:00 A.M.- 4:00 P.M.	OPEN HOUSE FOR BEAUTY AND FASHION PRESS	JOHN ROBERT POWERS	681 FIFTH AVENUE PENTHOUSE
	Preview of John Robert Powers' Christmas cosmetic and bath products. By invitation. Contact: Robert Loeb, MU. 8-4120. Publicity: Rosemary Sheehan, 27 East 37th Street, MU. 5-1280.		
Wednesday August 24 10:30 A.M.	PREVIEW: MADE-IN-EUROPE COLLECTION	MARTIN'S (BROOKLYN)	5TH FLOOR LOUNGE
	Martin's will present their made-in-Europe ready-to-wear and accessories collections, to the press. By invitation. (<u>Release date--Tues., Sept. 6</u>). Publicity: Rita Dobbins, TR. 5-3100.		
Wednesday August 24 2:30 P.M.	PREVIEW: HOLIDAY SPORTSWEAR COLLECTION	MELBA HOBSON FOR MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
	Melba Hobson will preview her Holiday collection of sportswear and dresses. By invitation. Continuous daily thereafter. Contact: WI.7-8178.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday August 25 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-MADE Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Friday August 26 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order collection, designed by Leslie Morris. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
August 30	PARIS RELEASE DATE FOR PUBLICATION OF PICTURES (Tuesday).		
Tuesday August 30 10:00 A.M.- 5:00 P.M.	OPEN HOUSE FOR PRESS AND BUYERS Peter Pants will present their collection of pants and tops for Holiday, Cruise and early Spring, designed by Allan Levine. By invitation. Publicity: Ruth Gerson at Ken R. Williams, 51 West 35th St., WI. 7-4471.	PETER PANTS	1407 BROADWAY SHOWROOM - 12TH FLOOR
August 30- Sept. 3	SECOND ANNUAL HAWAIIAN FASHION WEEK IN HONOLULU. Contact: Hawaiian Fashion Guild, P.O. Box 67, Honolulu, Hawaii.		
Wednesday August 31 2:30 P.M.	PREVIEW: HOLIDAY AND CRUISE COLLECTION Mr. Thomson will present the Holiday and Cruise collection of slacks, shorts and coordinates. For press and buyers. By invitation. Publicity: Ann Behrens, WI. 7-6700.	MR. THOMSON	1410 BROADWAY SHOWROOM - 22ND FLOOR
Beginning Wednesday August 31	SHOWING OF HOLIDAY COLLECTION Informal daily showings of Nelly de Grab's Holiday collection. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY DE GRAB	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Wednesday August 31	HOLIDAY-RESORT OPENINGS IN CALIFORNIA Individual firm openings will begin on Aug. 31. The 37 Guild Members will open Holiday, Resort and early Spring collections officially on Monday, Sept. 12. Contact: California Fashion Creators, 740 So. Broadway, Los Angeles.	CALIFORNIA FASHION CREATORS	INDIVIDUAL SHOWROOMS
Thursday Sept. 1 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM FASHIONS "Curve And Counter-Curve"--Walter Florell will present his custom-made Fall and Winter clothes and furs to press and customers. (For release, Tuesday, September 6). By invitation. Contact: PL. 7-8780. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
Tuesday Sept. 6 12:00 Noon	PRESS PREVIEW OF IMPORT COLLECTION Preview of Bergdorf Goodman's Fall import collection for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Beginning Tuesday Sept. 6	OPENING OF HOLIDAY COLLECTION "British Continentals"--Hi-Line's new interpretation of elegance for young gentlemen's apparel in sizes 2-4 and 3-7 in their "Royal Holiday Line". By appointment only. Publicity: Ruth Shaw Assoc., WI. 7-2562.	HI-LINE	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 7 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT FASHIONS Press preview of Stern's imports and adaptations. By invitation. (Release date- Thurs., Sept. 8).	STERN'S	3RD FLOOR
Wednesday Sept. 7 9:30 A.M. Breakfast	ELEVENTH ANNUAL HOME FURNISHINGS SHOW Press preview-- "The Wonderful World of Children"-- model rooms designed for children by Emily Malino; also exhibits of homefurnishings by national manufacturers. By invitation. <u>Open from Sept. 7- Sept. 18. Tickets:</u> \$1.50. Contact: Nan Morrison at Harold J. Siesel, PL. 9-6440.	NAT'L HOMEFURNISHINGS SHOW, INC.	NEW YORK COLISEUM COLUMBUS CIRCLE
Wednesday Sept. 7 12:00 Noon Luncheon	PRESS PREVIEW: "LINE- FOR-LINE" IMPORTS Preview for press of Macy's designer import originals, to be copied "line-for-line". (Note change of time) (Release date - Friday, Sept. 9) By invitation. Publicity: Stephanie Horton, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Wednesday Sept. 7	OPENING: HOLIDAY SPORTSWEAR COLLECTION Continuous daily showings of Robert Sloan's Holiday collection of sports- wear and separates for daytime and at-home, designed by Sylvia DeGay. Publicity: Margaret Hodge, 441 Lexington Ave., PL. 5-7630.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Thursday Sept. 8 9:00 A.M. Breakfast	PRESS PREVIEW: FIRST ELECTRONIC JEWELRY Marchal Jewelers, Sylvania Electric Products and Mallory Battery Co. will introduce the world's first electronic jewelry to the press at a champagne breakfast. By invitation. Contact: Jeanne Cornell, PL. 1-3360.	MARCHAL JEWELERS; SYLVANIA & MALLORY	SAVOY-HILTON HOTEL THE COLUMNS
Thursday Sept. 8 12:30 P.M. Luncheon	"MADE-IN-EUROPE" FASHIONS AT LUNCHEON Macy's will present a luncheon showing of made-in-Europe fashions as well as American ready-to-wear. Press by invitation. Public by reservation; contact: "Banquet Dept.," PL. 9-3000. Publicity: Stephanie Horton, OX. 5-4400. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA BALLROOM
Thursday Sept. 8 4:00 P.M.- 7:00 P.M.	ROOM SETTINGS WITH PORTRAIT PHOTOGRAPHS Preview of 3 room settings by 3 New York decorators, with portrait photo- graphs as a special feature. By invitation. Publicity: Joan Herrold at J. Walter Thompson Co., 420 Lexington Ave., MU. 6-7000.	EASTMAN KODAK CO.	HANS VAN NES' STUDIO 431 EAST 90TH STREET
Thursday Sept. 8 4:00 P.M. Cocktails	CRUISE, RESORT, EARLY SPRING COLLECTION "First Class Passage"--preview of Junior Theme's collection of daytime, cocktail and bridal fashions. For press and buyers. By invitation. Thereafter continuous daily in showroom. Contact: CH. 4-8644. Publicity: Ruth Gerson at Ken R. Williams, WI. 7-4471.	JUNIOR THEME (1400 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Friday Sept. 9 12:00 Noon Luncheon	PREVIEW: HOLIDAY- CRUISE COLLECTION Lee Claire will present their Holiday-Cruise collection to press and buyers. <u>Showings Sept. 9, 12, 13, 14, 15, 16 at 12:00 Noon.</u> Luncheon will be served. By invitation. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Sunday	HOLIDAY & RESORT SHOWINGS IN N. Y.	MAXWELL SHIEFF OF CALIFORNIA	SAVOY-HILTON HOTEL
Sept. 11	Continuous showings of the Maxwell Shieff Holiday and Resort collection. Publicity: Eve Siegel, MU. 8-4598.		

RESORT AND HOLIDAY OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA, (FOGA)
(First Time F.O.G.A. has Scheduled Openings Of Resort Collections).

Beginning Monday	Alison.....	530 7th (15 Fl).....	WI. 7-0152
Sept. 12	Ben Barrack Inc.....	498 7th (7 Fl).....	LO. 4-3923
	Cameo Evening Fashions....	530 7th (3 Fl).....	PE. 6-0151
	Five-Thirty P.M. Fashions.	530 7th (3 Fl).....	PE. 6-0151
	Ginsburg & Abelson.....	1400 B'way (27 Fl).....	CH. 4-4131
	Grabois.....	498 7th (5 Fl).....	CH. 4-2767
	Grobe Originals Inc.....	498 7th (16 Fl).....	BR. 9-8394
	Myron Herbert Inc.....	530 7th (20 Fl).....	LO. 4-6830
	Jobere Inc.....	530 7th (30 Fl).....	PE. 6-1938
	Nat Kaplan Inc.....	498 7th (21 Fl).....	LO. 5-4115
	Rosalie Macrini Inc.....	550 7th (11 Fl).....	CH. 4-2655
	Nathan & Strong-N.S. Jrs..	530 7th (17 Fl).....	PE. 6-5475
	Herbert Schneider Inc.....	498 7th (9 Fl).....	LO. 4-1625
	Abe Schrader Corp.....	530 7th (15 Fl).....	LO. 4-9194
	Mort Schrader Inc.....	530 7th (15 Fl).....	LO. 4-9194
	Jerry Silverman Inc.....	530 7th (10 Fl).....	CH. 4-4940
	Martin Simon Inc.....	498 7th (7 Fl).....	LA. 4-2877
	Hannah Troy Inc.....	530 7th (2 Fl).....	LO. 3-0988
	Murray Zenkel Inc.....	530 7th (19 Fl).....	CH. 4-2270
Contact:	Leonard Gendler, CH. 4-6945.		

Sept. 12 SAKS FIFTH AVENUE RELEASE DATE--Import collection (No Show).

Monday	PREVIEW: IMPORTS AND	ALEXANDER'S	HOTEL ASTOR
Sept. 12	REPRODUCTIONS		EMERALD ROOM
9:00 A.M.	Press preview of Alexander's French and Italian imports and reproductions.		
Breakfast	Also, preview of Sept. 13 TV Show (Chanel 2, 8:00-8:30 P.M.) <u>Showing at 10:00 A.M.</u> By invitation. (<u>Note Change of Date</u>). Publicity: Roberta Davis, CY. 8-2000.		

Monday	PRESS PREVIEW OF	EDWARD ABBOTT -	530 SEVENTH AVENUE
Sept. 12	RESORT COLLECTION	WILSON FOLMAR	SHOWROOM - 10TH FLOOR
10:30 A.M.	Edward Abbott's Resort dress collection, designed by Wilson Folmar. By invitation. <u>Trade showings</u> , Sept. 13, 14, 15, 16 at 10:30 A.M. By reservation. Contact: Mr. Revell, LA. 4-8490.		

Monday	TWO FASHION SHOWS	SAKS-34TH &	5TH FLOOR
Sept. 12	FOR CUSTOMERS	PURITAN DRESS CO.	
12:15 P.M.;	Puritan will present the Gloria Swanson Fall collection for Saks-34th.		
5:45 P.M.	Miss Gloria Swanson will draw five tickets at each show, each winner to receive one of her Fall fashions. Commentator: Mr. Robert Collin. Publicity: Mildred S. Cipes, LA. 4-7000, Ext. 446.		

Monday	BENEFIT SHOWING OF	BAMBERGER'S	HOTEL SUBURBAN
Sept. 12	IMPORT COLLECTION	(NEWARK, NEW JERSEY)	E. ORANGE, N. J.
1:30 P.M.	Bamberger's will present their "Made-In-Europe Couture Collection, 1960", for benefit of the Garden State Concerts Guild. Press by invitation. Tickets: \$2.50. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 12 2:30 P.M.	PREVIEW: HOLIDAY & RESORT COLLECTION Holiday and Resort dress collection for press and buyers. By invitation. Showings Sept. 13, 14, 15, by reservation. Contact: CH. 4-5706.	JERRY PARNIS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Monday Sept. 12 4:00 P.M.	PREVIEW OF FABRICS FOR RETAILERS Preview for retailers of "The Milliken Center of Performing Fabrics" -- display in colors of Holiday, Resort and Spring fabrics for childrens- wear, sportswear, suits, dresses, coats and knits: <u>Mon., Sept. 12 at</u> <u>4:00 P.M.; Tues., Sept. 13 at 9:00 A.M.; Wed., Sept. 14 at 2:30 P.M.;</u> <u>Thurs., Sept. 15 at 2:30 P.M.</u> Admission by ticket only. Publicity: Julie Buddy, Fashion Director, OX. 5-1200.	DEERING MILLIKEN, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Monday Sept. 12 5:00 P.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will present Howard Greer's Fall collection to the press. By invitation. (Release date - Tues., Sept. 13). Publicity: Virginia Woodruff, 111 West 57th Street, PL. 7-8960.	JAY THORPE	HOTEL PLAZA STATE SUITE
Beginning Monday Sept. 12	OPENING OF RESORT & SPRING COLLECTIONS Resort and Spring Petti-4's, for the petite miss; and "Terry Rogers" misses sizes, at informal showings. Contact: CH. 4-3558.	GROSS-SYDNEY, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday Sept. 12	OPENING: HOLIDAY COLLECTION Continuous daily showings of Loomtog's Holiday sportswear and separates for daytime and at home. Contact: Joseph Schoenfeld, LA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Monday Sept. 12	OPENING: RESORT AND HOLIDAY SKI COLLECTION Showing of Ulla's collection of resort, cruise and holiday fashions and ski-wear. By appointment. Contact: Don Cooper, BR. 9-9076.	ULLA FASHIONS, INC.	1384 BROADWAY SHOWROOM - RM. 1184
Monday Sept. 12- Sept. 13	ANNUAL FASHION AWARDS AND EXPOSITION The twenty-third annual Neiman-Marcus Fashion Exposition, with awards to Claude Staron; Sylvia Pedlar; Edward Burke Smith; Roger Jean-Pierre, French costume designer. <u>Two showings:</u> Monday evening--dinner and ball; Tuesday morning--brunch. For benefit of the Dallas Museum for Contemporary Arts. N. Y. Contact: Kay Kerr, LO. 4-1200; or Sara Marshall, Neiman-Marcus, Dallas, Texas.	NEIMAN-MARCUS	SHERATON-DALLAS HOTEL DALLAS, TEXAS
Tuesday Sept. 13 10:30 A.M.	PREVIEW: HOLIDAY JUNIOR DRESS COLLECTION The Guy D. Holiday junior dress collection, for press and buyers. By invitation. Contact: Dorothy McCauley, LO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 13 12:00 Noon Luncheon	PREVIEW OF HOLIDAY AND RESORT COLLECTION Designed by Sylvan Rich, for press and buyers. <u>Luncheon showings</u> there- after Sept. 15, 20, 27, 29 at 12:00 Noon. By invitation. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 13; Sept. 14 12:00 Noon Luncheon	PREVIEW OF CASCAMI SETA YARNS Gerli will present new types of spun silk, synthetic yarns and blends, produced by Cascami Seta, a division of Italy's Snia Viscosa. <u>Guests Of Honor: Dr. Mario Braida; Mr. Edigio Caldiron of Cascami, Milan. For press and manufacturers. Luncheon-- Wed., Sept. 14 at 12:00 Noon, for textile technicians. By invitation. Publicity: Terry V. Seymour, 16 West 55th St., PL. 7-9170.</u>	GERLI & CO., INC. (2 PARK AVENUE)	HOTEL ASTOR COLLEGE ROOM - 8TH FL.
Tuesday Sept. 13 12:30 P.M. Luncheon	PREVIEW: PAULETTE'S FALL MILLINERY Press preview of Paulette's Fall hats, available exclusively at Saks Fifth Avenue. By invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 13; Sept. 14 1:00 P.M.	OPENING: HOLIDAY & RESORT COLLECTION The Mr. Mort Holiday and Resort junior dress collection, designed by Lee Evans. By admission card only. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Sept. 13 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of Hattie Carnegie Fall and Winter custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Wednesday Sept. 14 9:00 A.M. Breakfast	PREMIERE PREVIEW: JACQUES HEIM SPORTSWEAR First American collection of Jacques Heim's sportswear, for S. Augstein & Co. For press, by invitation. Thereafter in showroom. Publicity: Ann Roman at Bell & Stanton, YU. 6-1250.	S. AUGSTEIN & CO. (1407 BROADWAY)	ST. REGIS HOTEL LOUIS XVI SUITE
Wednesday Sept. 14 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. (<u>Release date - Fri., Sept. 16</u>). Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Sept. 14 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Fall-Winter coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: "Headwaiter", EL. 5-3000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL (205 WEST 39TH ST.)	WALDORF-ASTORIA PEACOCK ALLEY
Wednesday Sept. 14; Sept. 15 2:00 P.M.	PREVIEW: HOLIDAY JUNIOR COLLECTION Mam'selle will preview their Holiday collection designed by Betty Carol. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Sept. 14 2:30 P.M.	PREVIEW: FALL-WINTER CUSTOM-ORDER FASHIONS Eleanora Garnett will present her custom-made originals to press and customers. By invitation. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 14 3:00 P.M. Champagne Tea	ANNUAL DESIGNER SHOW IN BOSTON Filene's French Shops' annual designer fashion showing, with Design Talent Awards personally presented to Antonio of Lanvin-Castillo, Paris; Simonetta, Rome; Norman Norell, U.S.A. Admission by ticket only - \$4.50. Fashion Promotion Director: Virginia Harris, Filene's, Boston 1, Mass.	FILENE'S	SHERATON-PLAZA GRAND BALLROOM
Thursday Sept. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Showing of Fall fashions by Branell, available at Best & Co. Press by invitation. Public by reservation, contact: "Banquet Dept.", PL. 9-3000. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	BRANELL	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 15 3:00 P.M.	PRESS PREVIEW: FALL & WINTER CUSTOM-ORDER Presentation of custom-order and ready-to-wear Fall and Winter collection, created for Elizabeth Arden in Paris. By invitation. (<u>For release, Monday, Sept. 19</u>). Publicity: Alan McGeehan at Rasponi Assoc., 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Friday Sept. 16 9:00 A.M.& 12:00 Noon	IMPORT FASHION SHOW-- TWO PRESENTATIONS Fall import collection at breakfast and luncheon showings with report by Nancy White, Editor, "Harper's Bazaar". Ready-To-Wear Committee of Fashion Group and Fashion Dept., "Harper's Bazaar". Prices: <u>Breakfast--\$6.00 (members), \$10.00 (guests); Luncheon--\$10.00 (members), \$15.00 (guests).</u> One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Sept. 18- Oct. 18	THE SECOND ANNUAL NATIONAL INTERIOR DESIGN MONTH. Publicity: Ted Materna, 75 East 55th Street, PL. 3-3240.		
Monday Sept. 19 10:00 A.M.- 12:00 Noon	SELECTION OF "SWEATER QUEEN OF 1960" The "Sweater Queen of 1960" and "Junior Sweater Queen of 1978" will be introduced at the fifteenth annual National Sweater Week (Sept. 19 - Sept. 25). By invitation. Contact: Edward Brandwein, MU. 3-7520.	KNITTED OUTERWEAR FOUNDATION	WALDORF-ASTORIA
Monday Sept. 19 12:30 P.M.	CUSTOMER SHOWING: LINE- FOR-LINE COLLECTION Bamberger's will present their line-for-line collection for Fall and Winter. Publicity: Carolyn Black, Market 4-2400, Ext. 2024.	BAMBERGER'S (NEWARK, N.J.)	3RD FLOOR
Monday Sept. 19 4:00 P.M.	ITALIAN DESIGNED FALL-WINTER FURS De Cor will preview its "Fatto Con Amore" Fall-Winter fur collection designed by Roman couturier Emilio F. Schuberth. Commentator: Contessa De Gorda. By invitation. Publicity: Trudy Brooks at Terry V. Seymour, 16 West 55th St., PL. 7-9170.	DE COR FURS INC. (130 W. 30TH STREET)	HARWYN CLUB 112 EAST 52ND STREET
Tuesday Sept. 20 9:15 A.M. Breakfast	PRESS PREVIEW: RESORT, SPRING SPORTSWEAR Jantzen will present their swimwear and playclothes to the press. (<u>Note change of date</u>). By invitation. Contact: Sally Larson, OX. 7-0811. Publicity: Eloise Walton at Rogers & Cowan, PL. 9-6272.	JANTZEN, INC. (261 MADISON AVENUE)	MAIDMAN PLAYHOUSE 416 WEST 42ND STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 20 9:30 A.M. Coffee	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Jacques Kaplan will present the Georges Kaplan Fall-Winter "Americana" fur collection, inspired by great works of American artists. Showing at 10:00 A.M. By invitation. Publicity: Terry V. Seymour, PL. 7-9170.	GEORGES KAPLAN (730 FIFTH AVENUE)	WHITNEY MUSEUM 22 WEST 54TH STREET
Tuesday Sept. 20 11:30 A.M.	FALL-WINTER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 20 3:00 P.M.	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his custom-order daytime and evening fashions, created by him in Paris. All orders will be produced in his Paris atelier. For press and buyers, by invitation. Publicity: Kay Inglis- Jones, PL. 9-3000.	BOB BUGNAND	19 EAST 62ND STREET SALON
Wednesday Sept. 21	ROSH HASHONAH (Jewish New Year)--Begins at Sundown on Wed., Sept. 21. First two days of Holiday: <u>Thursday, Sept. 22 and Friday, Sept. 23.</u>		
Cancelled Sept. 26	RITTER BROTHERS SHOWING OF CUSTOM FURS, ORIGINALLY SCHEDULED FOR MON., SEPT. 26 AT 12:00 NOON, LUNCHEON, HAS BEEN CANCELLED.		
Monday Sept. 26 2:30 P.M.	PREVIEW: CRUISE AND SPRING COLLECTION Haymaker will present their Cruise and Spring collection of shirts, skirts, separates, pants, playclothes and knitted dresses. For press and buyers. By invitation. (<u>Note Change Of Date and Time</u>). Publicity: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 27 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER FUR FASHIONS Preview of Fall and Winter fur collection, <u>showing at 10:00 A.M.</u> By invitation. (<u>Note Change of Time</u>). Contact: Mrs. S. K. Steffen, CI. 7-1388. Publicity: Vera Bacal, PL. 3-8421.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON
Tuesday Sept. 27 12:00 Noon Luncheon	SWIMWEAR FASHIONS FOR 1961 Preview for press and buyers of the Rose Marie Reid 1961 swimsuit collec- tion. By invitation. Publicity: Virginia Dickson, PE. 6-6275.	ROSE MARIE REID, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Tuesday Sept. 27 4:00 P.M. Cocktails	PREVIEW OF SPORTS- WEAR COLLECTION Cabana's preview of Cruise-Resort sportswear, beachwear, dresses and separates; also introducing a new collection of knitted swimsuits, designed by Pembroke Squires. By invitation. Continuous showings there- after at showroom. Publicity: Margaret Hodge, PL. 5-7630.	CABANA BEACHWEAR CO. (1410 BROADWAY)	PLACE TO BE ANNOUNCED
Wednesday Sept. 28 3:30 P.M. Cocktails	PREVIEW: RESORT AND SUMMER SWIMSUITS Roxanne will present a preview of their 1961 swimsuit collection. <u>Showing at 4:00 P.M.</u> By invitation. (<u>Note Change of Place</u>). Contact: Judith Hall at Diamond-Barnett, MU. 2-7025.	ROXANNE SWIMSUITS (1407 BROADWAY)	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 28	SHOWING HOLIDAY SWIMWEAR COLLECTION Informal showings of Darlene's Holiday swimwear collection. By appointment. Contact: Ann Wanner, BR. 9-9400.	DARLENE KNITWEAR, INC.	PLACE TO BE ANNOUNCED
Thursday Sept. 29 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW George Carmel's Fall and Winter coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation: Contact: "Banquet Dept.," PL. 9-3000. Fashion Dir.: Mary Alice Rice, CI. 6-1790.	GEORGE CARMEL, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 29 4:00 P.M. Cocktails	PREVIEW OF RESORT, CRUISE SWIMWEAR Preview of the Cole of California Resort-Cruise swimwear collection. By invitation. Contact: BR. 9-2886.	COLE OF CALIFORNIA (1407 BROADWAY)	HOTEL PLAZA BALLROOM
Monday Oct. 3 11:30 A.M.	PREVIEW OF FUR COLLECTION Press preview of Fall and Winter made-to-order furs, designed by Emeric Partos. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR FUR SALON
Tuesday Oct. 4 9:00 A.M. Breakfast	PRESS PREVIEW OF CRUISEWEAR FASHIONS John Weitz will present Cruisewear fashions, manufactured by Stratford Shirt Co., Sportabouts, Pantabouts, Elon of Cal., Downen Knitwear Ltd. By invitation. Contact: Leona Rudd, LO. 3-4920.	JOHN WEITZ DESIGNS INC. (1407 BROADWAY)	THE COLONY RESTAURANT 30 EAST 61ST STREET
Tuesday Oct. 4 12:00 Noon Cocktails- Luncheon	DIAMONDS-INTERNATIONAL AWARDS LUNCHEON Presentation of awards for diamond jewelry design, chosen from sketches submitted anonymously to selection committee. Cocktails, 12:00 Noon, Empire Room; luncheon, 12:45 P.M., Sert Room. By invitation. Contact: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday Oct. 4 2:30 P.M.	PREVIEW: CRUISE- RESORT COLLECTION Robert Sloan will present his Cruise-Resort collection of sportswear, separates, blouses, designed by Sylvia DeGay. By invitation. Thereafter continuous. Publicity: Margaret Hodge, PL. 5-7630.	ROBERT SLOAN SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday Oct. 5 8:30 A.M. Breakfast	PREMIERE SWIMSUIT SHOWING "Dream Girls": Maidenform, 38-year old largest maker of brassieres, enters the swimsuit industry, previewing their first collection. Showing at 9:30 A.M. By invitation. Publicity: Elinor Lenz at Bell & Stanton, 441 Lexington Ave., YU. 6-1250.	MAIDENFORM, INC. (200 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Oct. 5 4:00 P.M. Cocktails	PREVIEW: SPRING AND SUMMER SPORTSWEAR White Stag will present Spring and Summer 1960 sportswear fashions at a preview for press and buying offices. Showing at 4:30 P.M. By admission card only. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Thursday Oct. 6 4:30 P.M. Cocktails	PRESS PREVIEW: CRUISE AND SUMMER SWIMSUITS Catalina will preview their 1961 Cruise and Summer swimwear. By invitation. Publicity: Maria Brown, PE. 6-2855.	CATALINA, INC. (1407 BROADWAY)	HOTEL PIERRE BALLROOM

1961

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